

## **Administrative Procedures for Naming of School District Properties** (Attachment for Policy No. 712)

### **Purpose**

The purpose of these Administrative Procedures is to set forth guidelines for the implementation of the requirements in Policy 712 - Naming of School District Properties in order to support school names within the School District of Philadelphia (“District”) that honor the legacy of school communities, cultivate a sense of pride in a school’s history and traditions, and encourage that all students, staff, and families feel respected and valued. The District recognizes that school names are an important aspect of learning environments and are a reflection of the collective values of the school, its community and the entire District.

### **Definitions**

**New schools:** Schools or programs that open with a new school identification number at an existing building or new school site.

**Legacy school name:** The name of a District school prior to becoming a Renaissance Charter School or prior to a building being occupied by a charter school.

**Full Name Change:** Schools or programs that retain their school identification number but change the official name of the school.

**Name Amendment:** Schools or programs that make an addition or amendment to their current school name.

**District School Naming Committee:** A working group of District staff tasked with reviewing and providing feedback on school name requests and proposals and supporting schools through the name change process. Staff are nominated to represent their area of expertise by office leadership. Offices represented include Family and Community Engagement, General Council, Superintendent’s Office, Operations, Government Relations, Academics, Communications, and additional offices as needed.

**Naming or Dedicating Portions of Properties:** A section of a school property that may include, but is not limited to, classrooms, libraries, laboratories, auditoriums, and gymnasiums.

### **Procedures**

The process for naming new schools or renaming existing schools begins with a formal School Name Request. School Name Requests must be received no later than June 30 each year in order to allow for review, community engagement, and approval to occur with the goal of submitting a name change to the state by July 30 of the following year. School Name Requests received after June 30 would be considered for the following cycle.

The naming and renaming process consists of five phases: 1) School Name Request Submission, 2) Review, 3) Community Engagement, 4) Approval, 5) Name Transition

Renaissance charter schools that return to District governance will be given their legacy school name. These procedures do not apply in that situation.

### Naming Criteria

New school names must meet the following criteria:

1. All school names must comply with the following criteria:
  - a. The name must not be in use by another District of school facility
  - b. The name must align with the mission, vision and [equity commitments](#) of the District and the school community
  - c. The name must not have a religious affiliation
  - d. The school name considers the diverse community the school serves
  - e. The District must be able to obtain necessary permission free of charge
2. All naming based on a specific individual must comply with the following requirements:
  - a. The individual must not be a living person
  - b. The individual must have been deceased for at least five (5) years
3. In determining whether to name a school after an individual, the District will consider whether:
  - a. The individual played a critical role or contributed to society in ways that supported the success and well-being of the individuals who live in Philadelphia, the Commonwealth of Pennsylvania, or the United States, now and in the future; and
  - b. The individual's values and beliefs align with the mission, vision and equity commitments of the District and the school community.
4. In determining whether to name a school after a geographical location, the District will place emphasis on:
  - a. Names of a place or places that are in the neighboring community, Philadelphia, or Pennsylvania;
  - b. Landmarks or places that have historic or geographic significance to the Philadelphia community's history and the school site;
  - c. The geographical location's description aligns with the mission, vision, and equity commitments of the District and the school community.
5. If the school name is not an individual or geographical location, the District will consider whether:
  - a. The school name articulates the aspirations of the educational outcomes for District students in alignment with the District's mission, vision, and core values; and
  - b. The school name reflects the instructional focus of the school and this instructional focus is embedded in the school's systems, structures, and organizational culture now and in the future.

Names of portions of buildings must meet the following criteria:

1. If named after an individual:
  - a. The individual may be living
  - b. The individual’s values and beliefs align with the mission, vision and equity commitments of the District and the school community
2. If not named after an individual:
  - a. The name must align with the mission, vision and [equity commitments](#) of the District and the school community

For individuals deceased in the last 10 years, the wishes of the individual’s next of kin shall be respected. The school shall locate the next of kin and obtain the permission of the necessary legal representative before approving any official school name of a person. The use of the name must either be (i) an authorized use under the State law of the State where the deceased was domiciled at the time of the individual’s death; or (ii) approved by the estate of the deceased. Please reach out to the Office of General Counsel for assistance, if needed.

### Naming Timelines

#### *Naming New Schools*

<i>Timeline</i>	<i>Action</i>
School Name Request Submission <i>June*</i>	A request to name a new school is submitted by the Deputy Superintendent of Academic Services or their designee using the <a href="#">School Name Request form</a> no later than June 30.
School Name Request Review <i>July</i>	The District School Naming Committee reviews School Name Requests annually in July and provides written approval or non-approval by the end of August. The District School Naming Committee provides written consent and approval of School Name Request to begin community engagement.
Community Engagement <i>August - March</i>	Engaging the school community to gather feedback and input on the new school name is essential to proposing a name that is representative of the school community’s demographics, history, values, and interests. The community engagement window lasts from August through March, during which approved requests are considered publicly among stakeholders. Details and guidance on the community engagement process are below.
School Name Proposal Submission and Review <i>April</i>	New school name(s) is submitted using the <a href="#">School Name Proposal form</a> no later than April 30. The District School Naming Committee will review School Name Proposals and, if necessary, provide feedback in support of a strengthened final proposal.
School Name Approval <i>May</i>	Final drafts of proposals will be submitted to the Superintendent for review along with a timeline for implementation developed by the Office of Operations. The Superintendent shall have the final decision on any new

	school name recommendations to the Board of Education and may reject any proposal that failed to meet requirements. Recommendations to the Board of Education are made by the Superintendent no later than May 15.
Board Approval <i>June</i>	Recommendations on new school names made by the Superintendent are submitted to the Board of Education for final approval and adoption. The Board of Education may choose to hold a separate hearing and vote on the new school name, which may be part of its regularly scheduled monthly action meeting, or the Board may choose to include the name change as part of the annual school reconfiguration vote that is normally heard at the June Board action meeting for submission to the State Department of Education in July.  Note, approval may occur earlier if the Superintendent makes recommendations to the Board of Education earlier than May.
Submission to PDE <i>July</i>	Official school file submitted to PDE containing name changes.
School Name Transition <i>August - June</i>	A name change transition year will allow for successful implementation of the name and adequate time for cost analysis, budget planning, and preparation.

\*Note: The timeline must start no later than one year prior to the school’s opening (unless pursuing the expedited timeline).

*Renaming Existing Schools (Full or Amended Name Change)*

Renaming of existing schools should be a school community initiated change. However, the District School Naming Committee may recommend a school name change to school leadership based on misalignment of the current name with District values, mission and equity commitments. A recommendation from the District School Naming Committee does not mandate a name change.

<i>Timeline</i>	<i>Action</i>
School Name Request Submission <i>June*</i>	A <a href="#">School Name Request form</a> must be submitted to the Deputy Superintendent of Academic Services or their designee on or before June 30th. School Name Request forms may be submitted by the following: <ul style="list-style-type: none"> <li>● a District employee;</li> <li>● a principal, teacher, or staff member of the school; or</li> <li>● a parent, guardian, or family member or student of the school community.</li> </ul> <p>The School Name Request must have the endorsement of the School Principal and Assistant Superintendent. It is recommended that the school survey the</p>

	<p>community to assess support for a school name change prior to the submission of the name request form.</p> <p>For full name changes, the request must assert why a school name change is necessary independent of any proposed new names.</p> <p>School Name Request submissions after June 30th will be received by the District but considered for review the following school year.</p>
<p>School Name Request Review <i>July</i></p>	<p>The District School Naming Committee reviews School Name Requests annually in July and provides written approval or non-approval by the end of August. A cost analysis of a name change is conducted. The District School Naming Committee provides written consent and approval of School Name Request to begin community engagement.</p>
<p>Community Engagement <i>August - March</i></p>	<p>Engaging the school community to gather feedback and input on the new school name is essential to proposing a name that is representative of the school community’s demographics, history, values, and interests. The community engagement window lasts from August through March, during which approved requests are considered publicly among stakeholders. Details and guidance on the community engagement process are below.</p>
<p>School Name Proposal Submission and Review <i>April</i></p>	<p>New school name(s) is submitted using the <a href="#">School Name Proposal form</a> no later than April 30. The District School Naming Committee will review School Name Proposals and, if necessary, provide feedback in support of a strengthened final proposal.</p>
<p>School Name Approval <i>May</i></p>	<p>Final drafts of proposals will be submitted to the Superintendent for review along with a timeline for implementation developed by the Office of Operations. The Superintendent shall have the final decision on any new school name recommendations to the Board of Education and may reject any proposal that failed to meet requirements. Recommendations to the Board of Education are made by the Superintendent no later than May 15.</p>
<p>Board Approval <i>June</i></p>	<p>Recommendations on new school names made by the Superintendent are submitted to the Board of Education for final approval and adoption. The Board of Education may choose to hold a separate hearing and vote on the new school name, which may be part of its regularly scheduled monthly action meeting, or the Board may choose to include the name change as part of the annual school reconfiguration vote that is normally heard at the June Board action meeting for submission to the State Department of Education in July.</p> <p>Note, approval may occur earlier if the Superintendent makes recommendations to the Board of Education earlier than May.</p>

Submission to PDE <i>July</i>	Official school file submitted to PDE containing name changes.
Transition Year <i>July - June</i>	<p>A name change transition year will allow for successful implementation of the name and adequate time for cost analysis, budget planning, and preparation.</p> <p>The transition year will allow for physical name changes to take place, schools to plan for and allocate relevant funding in their budgets, and for other relevant updates to occur.</p>

Note: The timeline outlined above is over two school years.

### *Expedited New Name and Renaming Schools Timeline*

In the case where naming a new school or renaming an existing school is needed on an expedited timeline, the naming process will follow the timeline below. In this scenario, a new school name will follow the same expectations as outlined in these Administrative Procedures with two key differences.

First, the School Name Request must be submitted with an addendum that explains why an expedited timeline is being requested. The Deputy Superintendent of Academic Services or their designee, the Chief of Operations, and Office of the Superintendent will determine if the expedited request is reasonable and justified.

Second, the expedited timeline establishes an accelerated review and approval process to occur within one school year. This allows for a new school name to be implemented in the following year.

<i>Timeline</i>	<i>Action</i>
School Name Request Submission <i>Rolling submission</i>	<p>A request to name or rename a school is submitted using the <a href="#">School Name Request form</a> with an addendum for why the expedited name change is needed. School Name Request forms may be submitted by the following:</p> <ul style="list-style-type: none"> <li>• a District employee;</li> <li>• a principal, teacher, or staff member of the school; or a parent, guardian, or family member or student of the school community.</li> </ul>
School Name Request Review <i>Minimum of 1 month</i>	The District School Naming Committee reviews School Name Requests. A cost analysis is conducted. The District School Naming Committee provides written approval of the School Name Request.
Community Engagement <i>Minimum of 2 months</i>	Approved requests begin community engagement. A new school name using the <a href="#">School Name Proposal form</a> is submitted to the Superintendent for final review.
School Name	A final decision on the school name recommendation is made by the

Approval <i>Minimum of 5 weeks</i>	Superintendent. An action item for the school name is prepared and submitted to the Board of Education.
Board Approval <i>Action Meetings occur one time per month</i>	Approval provided by the Board of Education during the Action Meeting.
Submission to BOE <i>July</i>	Official school file submitted to PDE containing name change.
Transition <i>6 months</i>	Once approved, the school community works with members of the District Naming Committee on signage, education campaigns, and any necessary rebranding efforts.

Note: The timeline outlined above is over one school year and ranges from 4 to 7 months.

### *Renaming Portion of a Property*

<i>Timeline</i>	<i>Action</i>
Portion of Property Request Submission <i>Rolling Submission</i>	A request to name or rename a portion of a school property such as classrooms, libraries, laboratories, auditoriums, and gymnasiums should be submitted using the <a href="#">School Name Request form</a> . The request must have the endorsement of the Principal. School Name Request forms may be submitted by the following: <ul style="list-style-type: none"> <li>• a District employee;</li> <li>• a principal, teacher, or staff member of the school; or</li> <li>• a parent, guardian, or family member or student of the school community.</li> </ul>
School Name Request Review <i>Minimum of 1 month</i>	The District School Naming Committee evaluates the portion of property request against the naming criteria. A cost analysis is conducted. The District School Naming Committee provides written approval of the portion of property request.
Community Engagement <i>Minimum of 2 months</i>	Approved requests begin community engagement (please see requirements below). A new name for the portion of the property is submitted using the <a href="#">School Name Proposal form</a> to the District Naming Committee for final review.
Portion of Property Name Approval <i>Minimum of 4 weeks</i>	A final decision on the portion of property recommendation is made by the Superintendent or their designee.
Transition <i>Minimum of 6 months</i>	Once approved, the school community works with members of the District Naming Committee on signage, education campaigns, and any necessary rebranding efforts.

Note: The timeline outlined above is over one school year and ranges from 4 to 7 months.

### Community Engagement Requirements

Any new school name or renaming of a school shall include a community engagement process before the final action on an official school name is completed. The community engagement process must include the requirements outlined in this section with the goal of 1) informing students, staff, parents, graduates/alumni and community of the process and opportunities that exist for them to be involved, 2) gathering their ideas for, and rationale behind, potential new names, and 3) obtaining their vote on the new name of the school. Information and artifacts produced as a result of the engagement process are submitted to the District School Naming Committee and Superintendent. Please refer to the [Community Engagement Checklist](#) to ensure the minimum requirements have been met.

#### *Engagement Requirements for New School Names and Full Name Changes*

The following requirements and deliverables must be met as a result of the community engagement process for names of new schools or full name changes of existing schools.

1. Provide letters of support from the Assistant Superintendent and Principal.
2. Form a School Naming Council which must meet a minimum of three times. The School Naming Council should include members of the School Advisory Council (or equivalent parent/family leadership group) but must be its own entity. The school naming council must include at least one student representative. It is recommended that the School Naming Council also include school staff, family members, community members, and leaders from neighborhood community organizations. The principal and School Naming Council will be held accountable for the procedures outlined in sections a) through c) below and must present convincing evidence that all community engagement requirements were completed.
3. All School Naming Council Meetings and calls to action must be documented with the following:
  - a. The date, time, and sign-in sheet for the meeting
  - b. Description of how, where, and where members for the committee were recruited
    - i. A copy of the notices and letters posted and sent home
  - c. A copy of the agenda used during each meeting
4. Hold, at minimum, three open community meetings. These meetings must include:
  - a. Meeting 1: Introduction of the name change process and call to action for new name submission
  - b. Meeting 2: Report out of top name choices and explanation of voting process
  - c. Meeting 3: Announcement of the new name
5. Meetings may be held on the same date as another school event for convenience, but the meeting must be separate and all notices of the meeting must be related to the discussion of the name change. If a meeting is in person, it should be held at the school whenever possible. The following must be provided for all open community meetings:
  - a. The date, time and sign-in sheet for the meeting



- b. Description of how, when, and where students, teachers, parents, alumni, and/or community members were notified that the school name change would be discussed at the meeting. (At a minimum, families and the community must be notified about the suggested name change and open community meeting by robocall, text alert, and email alert; school-based social media if available; school website; backpack mail; and palm cards and/or flyers.)
      - c. A copy of the notices posted
      - d. A copy of letters sent
      - e. A copy of the agenda and presentation slides used
6. Provide the following notices to school stakeholders:
  - a. Reasonable efforts to notify the following people/groups (if they exist) that a name change is being considered at the school: Area Electeds (i.e., the City Councilmember and the State Legislator(s) for the school's District), Home and School Association ("HSA"), Friends of Group(s), Alumni Association, Registered Community Organizations ("RCO")
    - i. Copy of the notices posted (if applicable)
    - ii. Copy of letters sent
7. Provide letters of support from the Assistant Superintendent, a Registered Community Organization, and at least one of the following: the SAC or "School Naming Council," HSA or Friends of Group, Alumni Association, and/or Area Electeds
8. Conduct two school surveys with the following requirements:
  - a. Students, parents, and community members must be given at least three weeks to submit survey responses from the date they were first notified the survey was available
  - b. Questions on the survey must allow for the following responses:
    - i. Suggestions for New School Names (survey 1)
    - ii. Preference for New School Name (survey 2)
  - c. Survey results must be submitted along with the other artifacts in the community engagement process

### *Engagement Requirements for Amended Name Changes*

The following requirements and deliverables must be met as a result of the community engagement process for partial name changes.

1. Provide letters of support from the Assistant Superintendent and Principal.
  - a. If the partial name change includes the addition of an area of focus, a letter of support from the corresponding School District of Philadelphia office must be submitted.
2. Hold, at minimum, two open community meetings. These meetings must include:
  - a. Meeting 1: Name change process overview; Proposed partial name change presented; Explanation of voting process
  - b. Meeting 2: Announcement of survey resultsThe following must be provided for all open community meetings:
  - c. The date, time, and sign-in sheet for the meeting

- d. Description of how, when, and where students, teachers, parents, alumni, and/or community members were notified that the school name change would be discussed at the meeting. (At a minimum, families and the community must be notified about the suggested name change and open community meeting by robocall, text alert, and email alert; school-based social media if available; school website; backpack mail; and palm cards and/or flyers.)
  - e. A copy of the notices posted
  - f. A copy of letters sent
  - g. A copy of the agenda and presentation slides used
3. Provide the following notices to school stakeholders:
    - a. Reasonable efforts to notify the following people/groups (if they exist) that a name change is being considered at the school: Area Electeds, Home and School Association (“HSA”), Friends of Group(s), Alumni Association, Registered Community Organizations (“RCO”)
      - i. Copy of the notices posted (if applicable)
      - ii. Copy of letters sent
  4. Conduct a school survey with the following requirements:
    - a. Students, parents, and community members must be given at least three weeks to submit survey responses from the date they were first notified the survey was available
    - b. Questions on the survey must allow for the following responses:
      - i. Support for or against the amended name change
      - ii. Rationale for opinion

#### *Engagement Requirements for Portions of Properties*

1. Provide letters of support from the Assistant Superintendent and Principal.
  - a. If the portion of property name change will require internal signage, environmental and capital projects must be consulted and provide approval.
2. Hold, at minimum, one open community meeting to allow stakeholders the opportunity to provide feedback on the proposed new name for the portion of property.
3. The following must be provided for the open community meeting:
  - a. The date, time, and sign-in sheet for the meeting
  - b. Description of how, when, and where students, teachers, parents, alumni, and/or community members were notified that the school name change would be discussed at the meeting.
  - c. A copy of the agenda and presentation slides used
4. Conduct a school survey with the following requirements:
  - a. Students, parents, and community members must be given at least three weeks to submit survey responses from the date they were first notified the survey was available
  - b. Questions on the survey must allow for the following responses:
    - i. Support for or against the portion of property name change
    - ii. Rationale for opinion

*Meeting the Needs of Multilingual Families*

The District strives to ensure equitable access to services and opportunities for multilingual families and their children. Communication related to the community engagement name changing process should reflect the languages spoken by the families of that school community. Upon request, translation and interpretation services must be provided at all community meetings related to the school name change process. For assistance in translations, interpretations, and other outreach services, please:

- a. Visit the website at <https://www.philasd.org/face/translations>,
- b. Contact via email at [translation@philasd.org](mailto:translation@philasd.org), or
- c. Call 215-400-4180

*Submission of Community Engagement Artifacts*

Please submit all community engagement information and artifacts to the Division of Academic Services by emailing [schoolnamechange@philasd.org](mailto:schoolnamechange@philasd.org).

Questions and Support

Please contact [schoolnamechange@philasd.org](mailto:schoolnamechange@philasd.org) with any questions or clarifications on these procedures.

**Maintenance Schedule**

These Administrative Procedures will be reviewed upon review of the Policy, or upon the occurrence of a triggering event.

**Related Information:**

[School Name Change Financial Considerations](#)